

# VOICES OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



Sharing Stories of Hope, Progress, and Answers Across Michigan and Indiana

v.7, 2006

## LOCAL AREA SPOTLIGHT

Metro Detroit community raises \$910,000 at annual Cattle Baron's Ball.

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## OPPORTUNITIES AVAILABLE

On Thursday, November 16, plan to go to a smokefree restaurant during the 30th annual Great American Smokeout! Find a supporting restaurant in Michigan ([www.smokefreemichigan.org](http://www.smokefreemichigan.org)) or Indiana ([www.smokefreeindiana.org/diningguide.asp](http://www.smokefreeindiana.org/diningguide.asp)).

## RESOURCE HIGHLIGHT

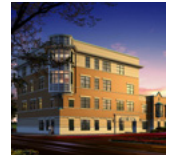
October is Breast Cancer Awareness Month! Download the Indiana and Michigan 2006 Mammography Guides. The guides provide the latest detailed information on local facilities offering mammography service.

Indiana:  
([www.cancer.org/indianamammogram](http://www.cancer.org/indianamammogram))

Michigan:  
([www.cancer.org/michiganmammogram](http://www.cancer.org/michiganmammogram))

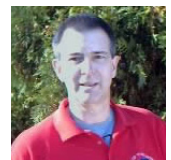
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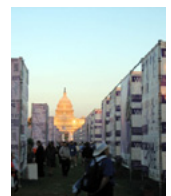
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No matter who you are, we can help.  
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## • community focus

### First Michigan Hope Lodge will offer home away from home for cancer patients

Imagine facing a cancer diagnosis and your only hope for survival is to have treatment far from home. In addition to preparing for the rigorous demands of cancer treatment, you need to combat the stress of finding affordable long-term lodging and transportation.

This is the challenge facing approximately 3,800 patients traveling to Grand Rapids, Michigan, for treatment each year. With multiple cancer centers and cancer research in the area, the American Cancer Society, Great Lakes Division, recognized the need for a residential facility that can accommodate patients traveling to Grand Rapids.

On October 10, 2006, American Cancer Society (ACS) officials and local dignitaries broke ground on the \$6.8 million Hope Lodge, which includes the Peter M. Wege Guest House and Robert H. and Barbara Wood Community Center.

The facility, expected to open in the fall of 2007, will provide complimentary overnight accommodations and transportation for cancer patients and their caregivers receiving treatment in Grand Rapids. To portray how the Hope Lodge will be a temporary home, the groundbreaking had a Comforts of Home theme.

With 21 Hope Lodges across the nation, this will be the first in Michigan. It is expected to accom-



modate about 600 guests and provide 7,200 free nights of lodging for cancer patients and caregivers annually.

The facility will have 20 private guest suites, a great room, four kitchens, three living rooms, two laundry rooms, an exercise room, a library with Internet access, an outdoor garden, two conference rooms, and the local ACS office. It will be a comfortable home for patients, regardless of where they choose to receive treatment in the area.

“The Hope Lodge, which is specifically designed for adult cancer patients and caregivers, will help to meet the physical, emotional, social, and spiritual needs of cancer patients that are critically important in the healing process,” said Nancy Yaw, incoming CEO of the ACS, Great Lakes Division.

The lodging area is named after Peter Wege, who donated \$1 million, the single largest donation. Because of his commitment to the environment, the Hope Lodge will meet the Leadership in Energy and Environmental Design standards set by the U.S. Green Building Council, and become the nation’s first Hope Lodge to meet these criteria.

Although the ACS campaign is still short of its \$6.8 million goal, it is hopeful that community support will help raise the remaining \$800,000. For more information about the campaign or to pledge a gift, call the American Cancer Society at 616-364-2540.

Pictured above: Artist rendering of the future Hope Lodge.

## • local area spotlight

### Metro Detroit community raises \$910,000 at annual Cattle Baron's Ball

The American Cancer Society, Metro Detroit community, and Detroit's auto barons united on September 16 at the Michigan State Fairgrounds to raise over \$910,000 at the fourth annual American Cancer Society (ACS) Cattle Baron's Ball. Presented by DaimlerChrysler Corporation, the event included denim and diamonds to create a western theme.

Since 2003 the event has raised more than \$4.5 million to fund initiatives in the fight against cancer: national cancer research, the Young Cancer Survivors Scholarship Program, community-based programs, and free round-the-clock cancer information through the 800-ACS-2345 hotline and [www.cancer.org](http://www.cancer.org).

The Cattle Baron's Ball also gives the ACS a chance to work closely with many of the largest corporations in the Metro Detroit area. The corporate relationships cultivated through events like the Cattle Baron's Ball open doors for the ACS to showcase our mission and introduce cancer awareness and prevention programs



to an array of large worksites. One such program is Workplace Solutions, which focuses on employee physical activity, nutrition, and smoking cessation.

#### Joining together to fight cancer

The gala, themed "Auto Barons Meet the Cattle Barons," relies greatly on volunteers to achieve its success. Leading the volunteers for the event this year were volunteer co-chairs Eric Ridenour, COO of the Chrysler Group, and Paul B. Wilbur, president and CEO of ASC Incorporated. In addition, more than 25 executive chairs began work in February to plan the event and led committees totaling 200 additional volunteers.

"The Cattle Baron's Ball is a fine example of the Metro Detroit business community harnessing their collective power and uniting in the shared fight against cancer," Wilbur said.

The gala included a tribute area to remember those touched by cancer, Texas style cuisine from almost 20 of Detroit's finest restaurants, and a performance from country music artist Terri Clark. Jill Elder, executive director of the Southeast Michigan market, said the community's generosity is evident throughout the evening. "During the live, silent, and super silent auction is when you really see people just being incredibly generous, despite whatever economic challenges they are facing," she said.



Another highlight was the presentation of this year's Cowger Leadership Award. The award, which is one of the highest honors the ACS presents to a volunteer, was given to Jeff Steiner, executive vice president and chief marketing officer of Tinnerman Palnut Engineered Products, for his inspired leadership and service of the ACS mission. Jeff has served as the event's sponsorship chair in 2005 and 2006.

The American Cancer Society, Great Lakes Division, compliments the volunteers and staff who came together to put on the Cattle Baron's Ball. For information on volunteering at next year's event, contact the Metro Detroit office at (248) 557-5353.

Pictured left: Paul B. Wilbur, Nancy Yaw (incoming CEO of the American Cancer Society, Great Lakes Division), Jeff Steiner, and Eric Ridenour. Above: Edward Connor Jr., Young Cancer Survivor Scholarship recipient.

## • survivorship and patient services

### Road to Recovery helps cancer patients get the treatment they need

It is hard to think of a cancer patient missing a critical medical treatment simply because he or she does not have a ride. This is the reality for some cancer patients who are too weak to drive themselves, or who don't have relatives or friends living nearby to drive them.

The American Cancer Society (ACS) is always working to improve the quality of life for cancer patients. Our Road to Recovery program is designed to connect patients who need rides with trained volunteer drivers. It is a life-saving program for many patients who need a ride to stay on track with their treatment.

The success of the program revolves around the volunteer drivers who donate their time and the use of their personal vehicles. To become a driver, volunteers must have a safe driving record, a valid driver's license, and proof of auto insurance. They undergo a thorough training program which includes understanding the ACS and our mission, issues like patient confidentiality, and more. All volunteer drivers must allow the ACS to perform a criminal background check and a Department of Motor Vehicles check.

When the need for a driver arises, the ACS's local volunteer coordinators call drivers to check their availability. Once a driver is found, they are given the patient's address, location and time of the treatment, and an expected length of the appointment. Then they simply pick the

patient up at the arranged time, drive to his or her appointment, and return later to bring the patient safely home.

#### Being a Road to Recovery driver

Paul McNamara, a four year cancer survivor from Fort Wayne, Indiana, was diagnosed with Non-Hodgkin's Lymphoma in 2002. While undergoing his own treatment, he recognized that many cancer patients weren't able to drive themselves to their appointments. "I noticed some chemo buddies that were taking cabs to get treatment and I felt that it was just not right in my mind. People with cancer need someone with them to give them TLC," he said.

Paul decided to find out if there was any way to help his "chemo buddies" and learned about Road to Recovery. He volunteered for the first time in early September 2006. Although it is not required for Road drivers to be cancer survivors, he provides a unique comfort to the patients he drives because of their common cancer experiences. "I think I have a better understanding of what they are going through. It seemed like they felt a little more comfortable knowing that I understood," he said.

#### The patient's perspective

Edna McCauley, a cancer patient from South Bend, Indiana, who is currently undergoing treatment, heard about Road to Recovery from her doctor and uses the program every two weeks to get to her appointments. "This program is important



because we have no car and my daughter is on disability. It's wonderful, it's like a miracle," she said.

#### How to help

If you would like to volunteer to drive for Road to Recovery, please call 800-ACS-2345 to get in touch with your local American Cancer Society area service center.

Pictured above: Paul McNamara.

### New study focuses on the sisters of women with breast cancer

Connie Orr of Novi, Michigan, and Barbara Misch of Rensselaer, Indiana, are both sisters of women who had breast cancer and found a way to contribute to the fight against the disease. Connie, Barbara, and thousands of others across the country have signed up to participate in the Sister Study, which focuses on the sisters of women with breast cancer.

The American Cancer Society is a partner organization in the study and uses our events to recruit women to participate. The study concentrates on understanding how women's genes, lifestyles, and environments influence their risk of breast cancer. The disease is the most frequently diagnosed cancer in women; over 40,000 deaths are expected in 2006.

The study plans to follow 50,000 women between the ages of 35 and 74 whose sisters have had breast cancer, but who have not had the disease themselves. It is critical that women of all races, ethnic groups, and ages participate in the study. Barbara serves as a recruiter in her area for Latina and elderly women. "The disease affects every walk of life and we are reaching out to women of all races, colors, and backgrounds," she said.

#### The sisters

Connie heard about the study in 2004 from her sister, Sherrill Jackson,

a 14-year breast cancer survivor who serves on the study's Recruitment and Retention Advisory Board, and immediately signed up to participate. "My own sister has been through so much and helped so many people cope with breast cancer and maintain hope and optimism," she said. "I was so glad to make my contribution for the fight for the cure for breast cancer."

Barbara, who lost two of her sisters to breast cancer, heard about the study in 2005 from a friend. She was inspired to participate to honor her sisters and benefit her daughters, granddaughters, and nieces. "I think it is hard to see your sister suffer and this study is a powerful way to do something that will make a difference in the research," she said.

#### The research

Funded by the National Institute for Environmental Health Sciences, it is the first long-term study to collect detailed environmental information. Researchers will follow participants for ten years and compare the women who go on to develop breast cancer with those who do not, to identify environmental and genetic causes of the disease.

After signing up, all participants have a home visit conveniently set up around their schedules. A nurse visits to draw blood and conduct a brief medical examination.



Participants collect urine samples, toenail clippings, and house dust samples, as well as complete four questionnaires and a phone interview. Each following year, they are asked to provide health updates and fill out a questionnaire or do a telephone interview.

To date, 28,629 women have enrolled in the study, with 554 in Indiana and 1,132 in Michigan. To find out more, please visit the study's website, [www.sisterstudy.org](http://www.sisterstudy.org), or call 1-877-4SISTER. Remember, to qualify for this study you must: have a blood-related sister who had cancer, be between the ages of 35 and 74, have never had breast cancer yourself, and live in the United States or Puerto Rico. People who don't qualify for the study can still get involved by encouraging other women to enroll or becoming a Sister Study volunteer in their community!

Pictured above: Connie Orr with her sister, Sherrill Jackson.

### Volunteer realizes the importance of her own mammography message

Mae Wade of Evansville, Indiana, has been a Tell A Friend volunteer for the American Cancer Society since 2000. As a Tell A Friend volunteer, she reaches out to her community about the importance of yearly mammograms to test for breast cancer. Mae knew the importance of mammography but, surprisingly, she had never had a mammogram herself.

Then Mae's sister was diagnosed with breast cancer in 2004. After already losing one sister to cancer when she was young, Mae traveled to her sister's side during treatment. After Mae's sister urged her to get a mammogram, she decided to get screened.

Mae confessed she had never had a mammogram to her friend and local Society staff person in the Southwestern Indiana Area Service Center, who wasted no time signing them both up to get mammograms at an upcoming health fair in their local mall, an event Mae usually attended as a Tell A Friend volunteer.

After her first mammogram, Mae's doctors called her back for a biopsy, but luckily did not find cancer. She returned for her screening each year. Then, after her mammogram this year, Mae was diagnosed.

Thankfully, her cancer was found early because of her regular screenings, making it much more treatable. "I don't know why I shied away from it so long, but I'm glad that I did take one this year," she said.

She is currently in treatment and still volunteers for Tell A Friend. "I would explain it as lifesaving," she said of the program that publicizes mammography, "because I wouldn't have ever known [I have breast cancer] if I hadn't taken a mammogram." She had no symptoms, such as a lump, as a warning.

Nowadays, Mae's Tell A Friend message to her community is a personal one. "I'm just glad that I can help somebody," she said. "I hope that they don't have the same trouble I have, but it would be good to know [whether or not you have cancer]. One sure way of knowing is having the test."

The American Cancer Society recommends that all women 40 and older have a mammogram every year; women in their 20s and 30s should have a clinical breast exam as part of their routine physical. Self breast exam is an option, but all women should know their breasts in order to be able to recognize changes and to report these promptly to their doctor. In honor



of Breast Cancer Awareness Month in October, take care of your health and get screened!

To learn more about Tell A Friend or breast cancer, call 800-ACS-2345 or log on to [www.cancer.org](http://www.cancer.org).

### Celebration on the Hill 2006: celebrating survivorship and making cancer a priority

Nearly 10,000 people representing every Congressional District in the country gathered in Washington DC on September 19 and 20 for Celebration on the Hill 2006, a unique event to celebrate cancer survivorship and urge Congress to make cancer a national priority.

To represent the Great Lakes Division, 235 Hoosiers and Michiganders attended the event, sponsored by the American Cancer Society Cancer Action Network (ACS CAN).

From across the nation, close to 4,000 “volunteer ambassadors” met with legislators to share personal cancer stories and ask lawmakers to:

- Sign ACS CAN’s *Congressional Cancer Promise*, which outlines specific legislative proposals to support prevention, early detection, survivorship, research, and access to care.
- Increase research funding with at least 5% annual increases to the National Cancer Institute to keep the momentum of past progress going.
- Invest in the National Breast and Cervical Cancer Early Detection Program, which provides low-income, uninsured, and underinsured women access to lifesaving breast and cervical cancer screenings.

Jayne Ellsworth, a Michigan ambassador, described her arrival to Celebration as breathtaking: “It was a really wonderful experience to look around and see how many of us were there to fight cancer,” she said.

The first night, volunteers attended ACS CAN events where political celebrities such as Newt Gingrich, Hillary Rodham Clinton, and Sam Donaldson made appearances.

People explored the Wall of Hope, the largest temporary monument ever built on the National Mall. Forming a maze of 5,000 banners with over three million signatures and a personal story from each state, the Wall of Hope demonstrated the country’s unity against cancer at a time when funding cuts are threatening cancer programs of the National Institutes of Health and others.

There was also a historic opportunity to enroll in the American Cancer Society’s latest research project, Cancer Prevention Study 3, which will follow 500,000 adults who have never had cancer to learn how lifestyle, behavioral, environmental, and genetic factors cause or prevent cancer.

On September 20, ambassadors cheered each other on as they went in and out of legislative meetings. Barbara Buckley, a Michigan ambassador, learned that everyone has the ability to make an impact in the can-



cer fight after speaking with her legislator. “I was just one of the little ants on the Hill and I made a difference,” she said.

As ambassadors met with legislators, others walked laps around the Capitol Reflecting Pool in a Relay For Life event, complete with the traditional survivor’s first lap and luminaria ceremony with nearly 20,000 candles to honor and remember those touched by cancer.

To Sharon Simmons, our VOICES Indiana ambassador, it was a time to reflect. “It is hopeful to see how much cancer treatment and cancer care has improved in our country. But seeing all the ‘in memory of’ luminaria at the ending ceremony just reminds us how far we have to go to beat this terrible disease.”

Celebration on the Hill 2006 was not just an event; it was the beginning of a cancer movement. To keep the celebration going, visit [www.celebrationonthehill.org](http://www.celebrationonthehill.org).

Pictured above: Michigan volunteer ambassadors, including Jayne Ellsworth and Barbara Buckley.